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ABSTRACT

A group of 17, integrated children's television series developed under the Emergency School Aid Act are available to commercial and noncommercial broadcast users. All ESAA-TV programs are available for school uses without usage right fees. Several are aimed at teaching children about various specific North American ethnic groups. There are series about French-Canadian, Native American, Puerto Rican, Mexican-American, Cuban-American, and Black contributions to American history and culture. Some of the series are done in Spanish and English. A few teach specific skills--math, language arts, history. All of the films stress multiethnic awareness and participation. The report provides short descriptions of each series and the addresses of the distributors. (KB)

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DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20202

Descriptions of CHILDREN'S TELEVISION SERIES Produced Under The Emergency School Aid Act (P.L. 92-318)

Special Projects Branch
Equal Educational Opportunity Programs
Bureau of Elementary & Secondary Education
U.S. Office of Education
Washington, D.C. 20202
(202) 245-2465 or 245-0931

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U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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GENERAL INFORMATION

The integrated children's television series for minority and non-minority children funded under the TV setaside of the Emergency School Aid Act (ESAA-TV), which are described on the following pages, are available to commercial and non-commercial broadcast users for a small charge to cover the cost of distribution. Thirteen weeks exclusivity for each show in a series is guaranteed to the first station, public or commercial, airing a series in a market. This is true whether or not the airing is a function of a national network feed.

Commercial stations, especially, should bear in mind that all ESAA-TV series have been produced with a home-viewing audience in mind. However, all series should also prove suitable for classroom use.

Commercial stations must broadcast programming without commercial sponsorship. Adjacent spots should be demarcated by a PSA and/or a station ID. Commercials for products of specific appeal to youngsters should not be run adjacent to a series.

School systems in areas where a series is being broadcast by a public or commercial station are free to copy it off-air for subsequent use. School systems may also obtain pre-recorded tapes of a series for a fee which covers the cost of duplication and distribution. All ESAA-TV programs are available for school use without any additional usage rights fees. This condition applies for 12 years in the case of the four series employing union talent: Villa Alegre, Infinity Factory, As*We*See*It, and The Sixth Period; and in perpetuity for all other series.

The series employing union talent are available for broadcast over public stations during three separate weeks per year for six years. (A "week" is defined as unrestricted use during a seven day period.) Carriage as the result of a network feed will be counted toward this limitation. Residual rights covering at least one commercial station broadcast in each of two three-year periods have also been obtained for the four series employing union talent.

For series not employing union talent, no use restrictions, beyond the thirteen weeks exclusivity guarantee, apply.

Public stations affiliated with regional networks should note that each regional network is being supplied with a free set of 2 inch tapes of each ESAA-TV series it requests for distribution by interconnect and/or by mail.

Information about the conditions governing availability of a completed series in either 2 inch broadcast format, or in pre-recorded nonbroadcast formats for in-school use, should be directed to the distributor listed at the end of each series description.

Inquiries about availability of series still in production can be made to the producers, whose addresses and phone numbers are also listed at the end of each description.

General inquiries about ESAA-TV may be directed to either ESAA-TV Program Officer, Dr. Dave Berkman, or Special Projects Branch Chief, Dr. Thomas W. Fagan at the address or phone number on the cover page.

AVAILABLE NOW

"Gettin' Over"

A series of 52 half-hour programs for adolescents, stressing the information they will need to cope with their fast approaching responsibilities. Shot two-thirds live-on-tape and one-third film, each show concentrates on a single topic under such headings as home, auto, credit and related consumer skills; pre-natal and child care; job hunting and upgrading; civil and criminal legal rights; preventive health care and availability of medical services. The series (which has completed a run on PBS), is built around a permanent cast of a dozen teenagers who rap, question, argue, and investigate. A single program will include eight to ten segments with roleplays, filmed explanations, question and answer sessions, and bits of electronic wizardry among the more common format devices. Original-scored rock music is used extensively throughout to set mood and enhance pace. [Produced under a $1,762,298 award to the Educational Film Center (known at the time of award as the Northern Virginia Educational Telecommunications Association, Inc.), Box 1444, North Springfield, Virginia 22151. Phone (703) 321-9410. Available from the Public Television Library, 475 L'Enfant Plaza, Washington, D.C. 20024. Phone (202) 488-5220.]

"Carrascolendas"

A 130 half-hour program series for children 3 through 9, which is part in English and part in Spanish. The series takes place in the mythical town of Carrascolendas-- a set measuring almost 100 feet square with a dozen buildings surrounding a 50 foot square plaza. Each building interior is fully finished and furnished since all exteriors pull away to allow for complete camera access. Characters include Agapito Gomez y Gomez y Gomez-- "the world's only bilingual lion;" Mabel, the hip, Black magician; and an assortment of zanies and straights, both Anglo and Latino. Programs 1 through 78 are each a complete, single storyline, musical comedy with an average of six original, fully scored and frequently choreographed musical numbers. Shows 79 through 130 each consist of 18 to 20 "bits and pieces." Some are musical, some are slapstick, and some are games, while others are satirical-- a frequent gambit being take-offs on popular TV series. Series content for all 130 shows stresses affective (emotional and attitudinal) concerns. Evidence from its current PBS airing indicates that Carrascolendas appeals equally to both English and Latino youngsters. [Produced under three funding awards totalling $4,794,809, to KLRN (TV), Box 7158, Austin, Texas 78712. Phone (512) 471-1631. Available from the Public Television Library, 475 L'Enfant Plaza, Washington, D.C. 20024. Phone (202) 488-5220.]

"Vegetable Soup"

This highly popular series (which recently completed a run on NBC), is intended to bridge the gap between different racial and ethnic groups. Cartoons, animated puppets, and film serials are among the formats that will make up each show. The serialized dramatizations should prove an important element in bringing audiences back for the next program. Currently available are the first 39 of 78 half-hour programs. (These first 39 programs are also available in an alternative version as 78 quarter-hour shows.) [Produced under a $1,584,510 award to the Bureau of Mass Communication, New York State Department of Education, Albany, New york 12234. Available from the Great Plains National Instructional TV Library, Lincoln, Nebraska 68501. Phone (402) 467-2502.]

"Villa Alegre"

The first 130 of 195 shows in this highly popular series of half-hour programs now airing on PBS. Villa Alegre is a Spanish-English series intended for both Anglo and Latino children 3 through 9. Each show consists of perhaps a dozen different elements (many of them musical), shot half live-on-tape and half film. Film includes about half animation-- both cel and computer-generated. Each of the Villa Alegre shows concentrates on one of five content areas: food and nutrition; energy; environment; interpersonal relations; and man-made things. [Produced under two awards totaling $5,160,000, plus a $1,000,000 grant from the Exxon Foundation to BC/TV, Inc., 2150 Valdez, Oakland, California 94612. Phone (415) 839-5678. Available from the Public Television Library, 475 L'Enfant Plaza, Washington, D.C. 20024. Phone (202) 488-5220.]

"Mundo Real"

The first 20 shows of a 28 half-hour program bilingual series for children 7 through 12, which is built around the continuing drama format popular with Latino audiences. The series focuses on a fictional, mainland, Puerto Rican family and the problems and opportunities faced by their children. [Produced under two awards totaling $500,000 to Connecticut Public Television, 24 Summit Street, Hartford, Connecticut 06106. Phone (203) 278-5310. Available from the Public Television Library, 475 L'Enfant Plaza, Washington, D.C. 20024. Phone (202) 488-5220.]

"South by Northwest"

Black cowboys and pioneers are the subjects, and well known Black talent are the stars of this series of 5 half-hour programs for 7 through 15 year olds, which deals with the still all but ignored role played by Blacks in the development of the Northwest. All programs have been shot live-on-tape in locales similar to those where the depicted events took place. Among those appearing in lead and featured roles in the series are Esther Rolle, Johnny Rae McGhee, Vonetta McGhee, and Thalamus Rasulala. [Produced under a $242,594 award to, and partially with a $40,000 in-kind contribution from, KWSU-TV, Washington State University, Pullman, Washington 99163. Phone (509) 335-2681. Available from the producer.]

"Infinity Factory"

The first 52 of an 82 half-hour program series (now airing on PBS). Infinity Factory offers its 7 through 12 year old viewers the opportunity to learn math as it's never been learned before-- interestingly and entertainingly. Neither "new math" nor "old math," the series stresses how mathematics can help the individual in day-to-day life by exploring its applications in art, science, technology and nature. Many of the film, tape and animated bits in each show are designed to engage the viewing child's active involvement in and with the activity on the screen. Because the content and approaches to math presented in this series complement rather than compete or conflict with what is taught in the schools, broadcasters airing it will have an excellent opportunity to work with their local school systems in viewer promotion. [Produced by the Project One Group, under a $4,023,037 award to Education Development Center, Inc., 55 Chapel Street, Newton, Massachusetts 02160. Phone (617) 969-7100. Available from the Public Television Library, 475 L'Enfant Plaza, Washington, D.C. 20024. Phone (202) 488-5220.]

"Rebop"

The first 26 of a 52 half-hour program series for children 7 through 14 (now airing on PBS). The thesis of Rebop is simply that kids dig kids! Each program in the series consists of three film portraits of a different child-- exploring and focusing on his/her total lifespace: family relationships and friends; school; leisure and play; fantasies, hopes, and frustrations. Children selected as subjects cover the whole range of racial and ethnic groups which make up the American mosaic. Sensitive editing and music, composed

and scored to suit each portrait, are hallmarks of the series. [Produced under a $2,042,271 award to WGBH-TV, 125 Western Avenue, Boston, Massachusetts 02134. Phone (617) 492-2777. Available from the Public Television Library, 475 L'Enfant Plaza, Washington, D.C. 20024. Phone (202) 488-5220.]

"The Real People"

This series of 9 half-hour programs for children 7 through 12, explores and presents the Indian experience by focusing on the life, lifestyles, traditions and lore of the Plateau Tribes of Eastern Washington, the Idaho Panhandle and Western Montana. Thus, in one show, "A Season of Grandmothers," we see the role played by the older women of the tribes during winter when they spend much of their time telling the children about the beliefs, skills, folk tales and glories of the past. Other programs focus on Native religion, on rodeoing and Indian cowboys-- sometimes Indians were the cowboys-- and on Native People's experiences living in the urban world. [Produced under a $242,099 award to KSPS (TV), South 3911 Regal, Spokane, Washington 99203. Phone (509) 455-3790. Available from the Public Television Library, 475 L'Enfant Plaza, Washington, D.C. 20024. Phone (202) 488-5220.]

"La Bonne Aventure"

A bilingual series of 20, 15-minute programs, intended mainly for those children 4 through 8 from French-Canadian backgrounds in the upper Northeastern part of the United States, designed to prepare these children to overcome some of the cultural shock which many experience on entering Anglo-dominant schools. Puppetry predominates-- as does the music scored and produced by Noel Stookey, (the "Paul" of Peter, Paul, and Mary). [Produced under a $249,402 award to the Maine Public Broadcasting Network, Alumni Hall, University of Maine, Orono, Maine 04473. Phone (207) 866-4493. Available from the Great Plains National Instructional TV Library, Lincoln, Nebraska 68501. Phone (402) 472-2502.]

IN PRODUCTION

"As*We*See*It"

This series of 13 one-hour programs will focus on the tension and conflict situations which arise in desegregating schools and in the community at large. The hope is that by providing intensive examinations of the causes and effects of such conflicts as they occur in the schools depicted, and especially instances of and principles underlying their successful resolution, the intended audience, ranging upward from 12 or 13 (and including parents and other interested adults), will gain the insights and understandings necessary to cope with similar tensions and problems which may exist in their own schools. Teams of high school students whose make-up is representative of their communities have been established at 21 sites in 14 locales around the country where desegregation of the schools has taken or is taking place. It is from the ideas, approaches, attitudes, insights and suggestions generated by these high schoolers that the content of the series will emerge. Heavy stress will be given to actuality film, and to role played activity. [Produced under a $1,772,791 award to WTTW (TV), 5400 N. St. Louis Avenue, Chicago, Illinois 60625. Phone (312) 583-5000.]

""The Sixth Period" (tentative title)

A series of 26 half-hour dramatic programs set in a high school language arts class intended for youngsters of 12 and above. The goal of the series is to sensitize high school age students to the importance of being able to write and speak "correctly" as "correctness" is defined by various work, school, social, and other life situations. Some 'heavy' drama, offset by comic relief, will characterize the series. [Produced under a $1,800,000 award to WNET (TV), 356 West 58th Street, New York, New York 10019. Phone (212) 262-8367.]

"Que Pasa, U.S.A.?"

A series of 20 half-hour Spanish-English 'sitcoms' for youngsters 12 and above, focusing on the generation gap in a typical Cuban-American family. [Produced under two joint awards totaling $500,000 to Community Action and Research, and to WPBT (TV). Address inquiries to Cuban-American TV series, Suite 207, 3737 SW 8th Street, Miami, Florida 33134. Phone (305) 448-0013.]

"The First Americans" (tentative title)

This series of 7 half-hour programs for viewers 12 years old and above, will concern itself with the history and culture of the Oneida and the Menominee tribes of Northern Wisconsin. [Produced under a $250,000 award to Northeast Wisconsin In-School Telecommunications, 1110 IS Building, Green Bay, Wisconsin 54302. Phone (414) 465-2599.]

"La Esquina" ("The Corner")

A series of 10 dramatic half-hour Spanish-English bilingual programs intended for adolescent youngsters. Action will take place in a soda shop frequented by the Chicano and Anglo teenagers around whose problems the series revolves. [Produced under a $249,999 award to Southwest Educational Development Laboratory, 211 East 7 Street, Austin, Texas 78701. Phone (512) 476-6861.]

"Mundo Real"

Shows 21 through 28 of the series described above. [Produced under a $250,000 award to Connecticut Public Television, 24 Summit Street, Hartford, Connecticut 06106. Phone (203) 278-5310.]

"Villa Alegre"

Shows 131 through 195 of the series described above. [Produced under a $3,165,870 award to Bicultural Children's Television, Inc., 2150 Valdez, Oakland, California 94612. Phone (415) 839-5678.]

"Rebop"

Shows 27 through 52 of the series described above. Each program here will consist of two rather than three 'portraits.' Stress in these will be on the interaction which take place when children from one racial or ethnic group encounter or participate in subcultures different from their own. [Produced under a $2,000,000 award to WGBH-TV, 125 Western Avenue, Boston, Massachusetts 02134. Phone (617) 492-2777.]

"Vegetable Soup"

Programs 40 through 78 of the series described above. (Unlike programs 1 through 38, these shows will be available only in the

half-hour version.) [Produced under a $2,300,000 award to the Bureau of Mass Communication, New York State Department of Education, Albany, New York 12234. Phone (518) 474-2241.]

"Infinity Factory"

Shows 53 through 82 of the series described above. [Produced by the Project One Group, under a $1,660,000 award to Education Development Center, Inc., 55 Chapel Street, Newton, Massachusetts 02160. Phone (617) 959-7100.]

"Amerasia" (tentative title)

A 6 half-hour film series of stories from the long ignored history of Asian-Americans for youngsters ages 8 through 12. The roles played by Chinese, Japanese, Koreans, Filipinos, Hawaiians and Vietnamese in America's growth and development will be revealed through historical reenactment based on both history and the personal diaries, letters, and other memorabilia of Asian-Americans. [Produced under a $250,000 award to Educational Film Center, Inc., Box 1444, North Springfield, Virginia 22151. Phone (703) 321-9410.]

Native Americans of Southern New England

An as yet untitled series of 8 half-hour programs, each of which will contain two 10-minute films focusing on the Indians living in the cities and countryside of Massachusetts, Rhode Island, and Connecticut. [Produced under a $250,000 award to the Massachusetts Executive Committee for ETV, 54 Rindge Street, Cambridge, Massachusetts 02140. Phone (617) 876-9800.]